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Stark County Law Library Association

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BEGINNERS

www.gpoaccess.gov

Continuing this month with our series of websites all lawyers should know about, we are visiting the premier site for researching government documents, *GPO Access*. When we think of the GPO site, our first thoughts are of the place to buy official Federal publications online, access to the Federal Register <<http://www.gpoaccess.gov/fr/index.html>>, Code of Federal Regulations <<http://www.gpoaccess.gov/cfr/index.html>>, the Congressional Record <<http://www.gpoaccess.gov/crecord/index.html>>, and the United States Code <<http://www.gpoaccess.gov/uscode/index.html>>.

GPO Access is all of that and more! Consider these offerings:

- Federal Bulletin Board at: <<http://fedbbs.access.gpo.gov/>>
- Browse Topics, Federal Government Web sites organized into subject areas at: <<http://www.library.okstate.edu/govdocs/browsetopics/>>
- Keep current with the Supreme Court activity by following links to:

View a case's docket <<http://www.supremecourtus.gov/docket/docket.html>> (complete history).

Read oral arguments <http://www.supremecourtus.gov/oral_arguments/oral_arguments.html> from a case's lawyers.

Locate opinions and slip opinions <<http://www.supremecourtus.gov/opinions/opinions.html>> from the Court.

Read the official minutes of the Court in the Journal. <<http://www.supremecourtus.gov/orders/journal.html>>

- The Legislative Branch Resources on *GPO Access* contain information on the Legislative process, creating laws for the Nation and Congressional materials, committees, calendars and procedures.
- The Executive Branch Resources <<http://www.gpoaccess.gov/executive.html>> on *GPO Access* include information on the Regulatory Process: implementing laws passed by Congress, Presidential Materials: remarks, speeches Executive orders, and a long list of Executive publications.

INTERMEDIATE

ActiveWords

Ernie the Attorney in his blog called it a “macro-program on steroids,” which is great description of the product.

In a listing of his “must have” computer applications, Rick Klau offers his recommendation of ActiveWords:

... if you're a Windows user and you're not using ActiveWords, you're seriously missing out. It makes every interaction with your computer faster and easier.¹

I must admit that when I began researching this article, I was sure that I was merely performing a public service - making lawyers aware of a good program. I never planned on using it myself. After all, I was a LONG time Mac user, a “mouser” through and through. ActiveWords was created for keyboard addicts, whose hands don’t automatically reach for their mouse, even in their sleep. “ActiveWords is all about eschewing the mouse.”²

I have used Quick Phrase, a similar product, for a long time and will probably continue to use it. But I am not yet halfway through my 60 day trial period, and I plan on purchasing ActiveWords. It just plain gets the routine, everyday and many-times-a-day things done faster!!

I’ve seen ActiveWords described as a macro program, for in fact, it function very much like a macro only it is MUCH easier to program!! Ernie the Attorney in his blog called it a “macro-program on steroids,”³ which is great description. You program ActiveWords by designating letter(s) or words that are

shorthand for phrases, sentences, even paragraphs or actions. You can open specific folders or files, go to a specific website or start a program that you use everyday by pressing just a few keys

My favorite feature of ActiveWords is that it works wherever I am on my computer—in e-mail, filling out boxes in an order form on the web, creating a file name and in ANY program, not just Word or Publisher.

“You can add new ActiveWords or keep track of those you've created through a small on-screen monitor bar. The program also can automatically suggest new ActiveWords, based on how you use your PC.”⁴

The product comes with great support and as you get more comfortable with the program there are additional 5 goodies you can add. First off, download the 60-day free trial from <<http://www.activewords.com/compare.html>>, then take advantage of their live demos, product support and Users Forum. To get to the add-ons, go to <<http://www.activewords.com/applications.html>> to find: Knowledge Access <<http://www.activewords.com/applications.html#ka>>, Navigate the Internet <<http://www.activewords.com/applications.html#web>>, ActiveWords Agents <<http://www.activewords.com/applications.html#agents>>, Text Substitutions <<http://www.activewords.com/applications.html#text>>, and Program Controls <<http://www.activewords.com/applications.html#programs>>.

ADVANCED

E-Mail Newsletters - Revisited

Your legitimate e-mail newsletter LOOKS a lot like spam when you send it out; it is mass-mailed, often include disclaimers, contains instructions and links to unsubscribe, and uses suppressed recipient lists.

Back in March of 2003, the Intermediate Section of *Info@* <<http://www.starklawlibrary.org/newsletter/InfoatMarch2003.pdf>> dealt with 12 tips for creating a successful client newsletter. The world has evolved since then; with CAN SPAM legislation and Spam-Blocker software, now it is equally important that you consider how to make sure your clients are receiving your newsletter.

Your legitimate e-mail newsletter LOOKS a lot like spam when you send it out; it is mass-mailed, often include disclaimers, contains instructions and links to unsubscribe, and uses suppressed recipient lists. The following is a listing of ideas from Jeff Beard's blog titled "Making Sure Your E-Mail Newsletters Get Read"

- Learn more about a popular spam – blocker you will be up against, read "How to Avoid the SpamAssassin" by Janet Roberts at <<http://ezine-tips.com/articles/management/20020812.shtml>>.
- Incorporate some of the things that will lower your Spam-Assassin score, like sending from known mailing-list software; including "news," "newsletter," or "list" in the subject line; listing a frequency - daily, weekly or monthly or the names of a month

in you subject line; also including the date in the subject.

- Depending on the type of spam software your clients are using, using a PDF file attachment might be better than putting the newsletter into the body of the e-mail.
- Try to keep your PDF file as small as possible for the clients who still use slow dial-up Internet connections—1 MB or less is a good size.
- If your firm maintains a website, put a copy of your newsletter there as well. Although the e-mail version is a "push" format and a website is a "pull," using a RSS (Really Simple Syndication or Rich Site Summary) feed will help push your content toward your clients.

Jeff's concluding paragraph really sums up our topic!

As an online content provider myself, one of my favorite mottos is "Content is King." However, that takes on a new meaning in this spam-infested era. In addition to focusing on the compelling content you want to provide, one also needs to be aware of the content and characteristics you *don't*. In this regard, a little tech savvy can go a long way -- all the way to your clients' and prospective clients' Inbox.⁵

FOOTNOTES

- ¹ Klau, Rick. "IBM T40 [U]pdate." tins :: Rick Klau's weblog. 9 March 2004. <http://www.rklau.com/tins/archives/2004/03/09/ibm_t40_update.php>
- ² & ⁴ Baig, Edward C. "Information Springs from Your Fingertips: Sharp Tools GuruNet and ActiveWords Get You Everywhere You Need to Go, and Fast." USA Today. Copyright 2004 USA TODAY. 16 April 2004. <<http://www.usatoday.com/usatoday/20030604/5211175s.htm>>.
- ³ Svenson, Ernest. ActiveWords." Ernie the Attorney: *searching for truth & justice (in an unjust world)*. 6 May 2003. Radio. 16 April 2004. <<http://radio.weblogs.com/0104634/stories/2002/03/07/activewords.html>>
- ⁵ Beard, Jeff. "Making Sure Your E-Mail Newsletters Get Read." LawTech Guru by Jeff Beard. 9 April 2004. <http://www.lawtechguru.com/archives/2004/04/09_making_sure_your_email_newsletters_get_read.html>

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